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The BG News May 24, 1978

Bowling Green State University

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news views

A Student Government Association (SGA) proposal to have on-campus mailboxes for off-campus students has the approval of both SGA and the University Administrators. The mailboxes will be located in 100 Moseley Hall across from the Computer Center.

What do you think of having on-campus mailboxes for off-campus students?

News Views asked seven persons in front of the Union yesterday and asked this question. All of them said that the plan generally was good.

One person expressed concern that the mailboxes might be an inconvenience to some students, but added that the idea looked good. Another thought that it might help solve the problem of not receiving mail off campus. Almost all persons interviewed said they thought that the plan would help save money in the face of rising postal rates.



Nathan D. Jordan: I feel that it would be very responsive because a lot of mail going off campus gets mixed up in the channels because of people changing addresses. I feel it would be very beneficial for the unification of literature that they're (the students) getting from the University.



Taina Fuller, sophomore: Stamps going up, it was going to eventually cost a lot so you might as well invest a lot of money now for mailboxes since next year I'll be an off-campus student and would like the convenience.



Joan Dacek, freshman: I think this would be a good idea, especially if it does cut down on postage. That's one advantage. Being an inconvenience can be the only disadvantage I can think of.



Douglas Roberts, junior: I haven't really thought about it. I would prefer to get my mail at home, but if you don't have an accessible mailbox you would have to have a mailbox here, I guess. It might lower costs for the campus.



Larry Hinkle, graduate student: It's a good idea. It's convenient. It should give students some service—not everybody lives on campus. I don't agree with mailing bills and stuff, instead of home, to students' rooms.

The BG News

Vol.61, No. 108

Bowling Green State University

Wednesday, May 24, 1978

Intramural programs given center use

By Terry Potosnak
Assistant Copy Editor

After much discussion and debate, the Student Recreation Center Council yesterday granted University intramural programs limited use of the Student Recreation Center facilities to supplement existing programs.

According to the proposal recommended by Warren J. Scholler, faculty council member and assistant professor of health and physical education, Recreation Director Ben McGuire would schedule intramural time in the rec center. Scholler's proposal includes "the keeping open of correlating facilities to allow ample space for student recreation during intramural activities."

Council made its decision after the intramural program needs were outlined by Sue A. Hager, assistant professor of physical education and recreation and director of women's intramurals, and Maurice O. Sandy, associate professor of health and physical education and director of the men's intramural program.

Their requests for rec center space were brought before the council last week.

Hager said yesterday that those "requests were very minimal."

"WE COULD have asked for more but we chose not to," she said, reminding the council that intramural usage of the center is second on its priority list.

Sandy explained that the intramural programs would have to be cut extensively if their requests were denied because the South Gym would "probably be used for gymnastics" when the rec center opens in the fall.

He said the men's program has been operating on a quota system that limits the number of intramural teams to 200. Restriction of teams undermines the intramural program's goal to provide everyone with an opportunity to participate in some form of organized recreation, he noted.

SANDY INDICATED that there are about 11,000 students involved in men's intramurals and 850 in women's who also will pay the \$25-30 increase in general fees for the rec center.

McGuire said administrators decided to move gymnastics into South Gym and physical education classes into North Gym. That would result in the loss of more than 200 hours a week in those facilities previously used for drop-in recreation and intramurals.

These decisions were made after the center's original programming committee established a priority list with intramural sports second, Hager said.

MARK A. KRETOVICS, undergraduate council member, showed disapproval of the decisions. "I wish someone would have let us know what was going on ahead of time," he said.

Lyle T. Calcagnuolo, a council member, agreed, saying, "I would like to criticize the University for forgetting that the rec center is a supplement to

existing recreation facilities." He indicated that the center apparently would be the only recreational facility available to most students in view of those decisions made on the subsequent use of the North and South Gyms.

But Hager reminded the council that the decisions were made before the council was formed.

"I'M UPSET we were put in this position—more or less no alternative," Kretovics said, while supporting intramural request for rec center space. "And I want to make damned sure women's intramurals get equal time as men's."

Mike Wilcox, former student representative to the Board of Trustees and member of the center's programming committee, said the

concept of the rec center was "something for everyone." He said the committee hoped that a facility as large as the center would have room for everyone on a limited basis, including intramurals.

Edieanne Biesbrock, director of continuing education, also requested that the council consider allocating center space for continuing education programs.

BIESBROCK SAID those programs are growing in popularity with University students. A large number of participants are full-time students, she noted.

But the program's biggest problem is finding suitable facilities for its recreational classes, Biesbrock said.

"It's a quarter-to-quarter struggle to find room for our programs" and many are housed on and off campus in insufficient facilities.

As a result, some of the continuing education programs, including karate and dance classes, are restricted because of space limitations, Biesbrock said. "It is our larger programs, that could be even larger, that need space."

IN ADDITION, Biesbrock said, "We do have a curriculum in mind but we are adapting it to our facilities. Space is the magic ingredient."

Biesbrock said that the continuing education program would like to use the center on a "very specific basis," adding that it would pay the center a program fee.

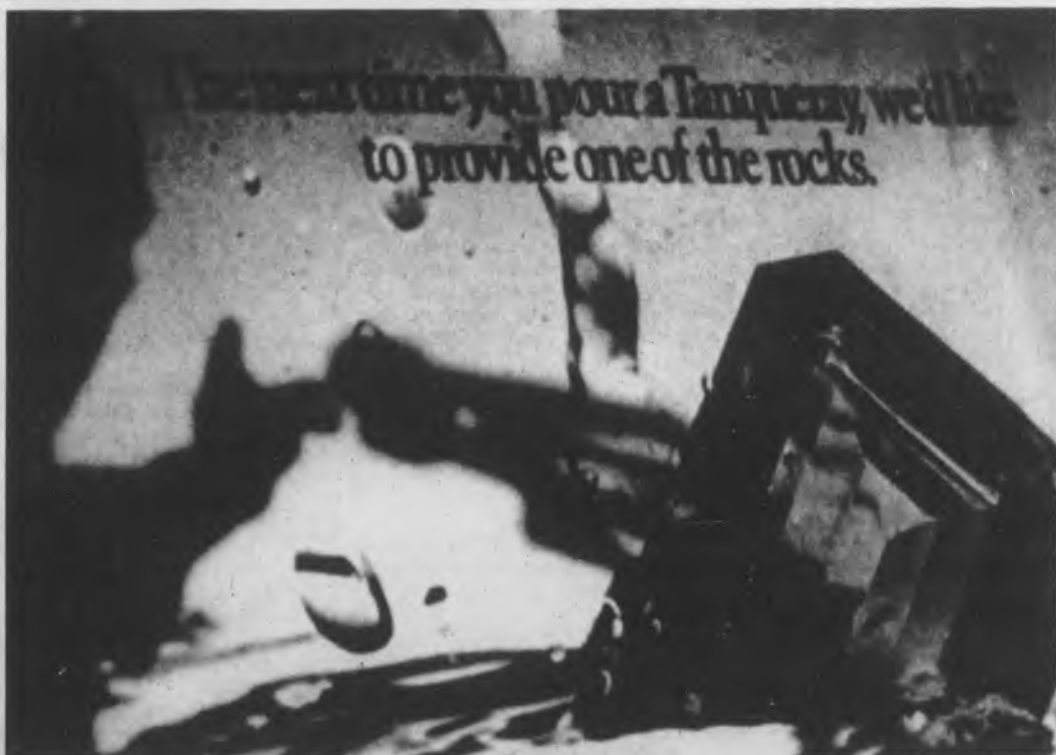
Inside the News

EDITORIALS...The News hopes that the new University Police chief will listen to the recommendations made by the Ad Hoc Police Review Panel and keep the force service-oriented. Page 2.

SPORTS...Falcon hockey coach Ron Mason was named a runner-up Coach of the Year by the American Hockey Coaches Association. Page 8.

Weather

Mostly cloudy, mild
High 74F (23C)
Low 56F (13C)
10 percent chance of rain



DR. WILSON BRYAN KEY, left, points out a subliminal suggestion in a liquor advertisement. According to Key, many ads have hidden pictures and messages in them, which induce persons to buy products. Guess what the hidden picture is in this ad.

Newsphoto by Greg Smetad

Faculty responsibilities declining

By Paula Winslow
Staff Reporter

University faculty responsibility to make academic decisions has been eroding—and it is not because of the infamous Bowling Green weather, according to a faculty panel at the Association of American University Professors (AAUP) meeting Monday.

The panel discussion titled, "They Listen But They Don't Seem To Hear Us Speaking," addressed the lack of University collegiality, the relationship between colleagues within an institution where each has equal power and authority.

At the outset of his 32 years at the University, Dr. Richard C. Carpenter, professor of English and former president of the University chapter of AAUP, said he saw the president as the dominant ruler of the University.

WHEN AUTHORITY became distributed among bureaucracies and faculty instead of being concentrated in the administration, a conflict arose, he explained.

"Administration fretted... due to the elaborate machinery of the faculty," he said. To counteract the faculty's power, the administration tried to gain strength by removing some of this power.

The strong, direct University faculty of 20 years ago no longer exists, Carpenter claimed. Faculty requests often are disregarded by administrators because "if they (administrators) can ignore it without repercussion, they'll do it."

Dr. Ronald E. Stoner, professor of physics, also painted a picture of a stronger faculty in previous years. In 1960, when Stoner said he chose teaching as a profession, higher education was seen as "the key to success."

"NOW HIGHER education is in a bad state," he said, noting that a college education sometimes is seen as

a waste of time and money instead of a necessity.

Stoner compared what he called the strong Faculty Senate of 1966, during his first year at the University, with the recent weaker ones.

Dr. David S. Newman, professor of chemistry and Faculty Senate president, agreed, saying that since 1967, faculty power has been decreasing.

THE "ECONOMIC DECLINE" of faculty power, reflected by lower salaries and the increase in "legalism," the complicated language and rules of bureaucracy which hinder academic freedom, have contributed to this erosion, he said.

He named the Council of Deans as one of the University groups which has taken power from faculty by making decisions concerning them without their input.

Stoner added the University Board of Trustees to that list, saying that the members are "not people who are attuned to the goals of higher

education," although they are responsible for many policy decisions.

The numerous faculty committees, each with their own tasks, also cause a "diffuseness of power leading to no power," he added.

Dr. Genevieve Stang, associate professor of foundations and inquiry and former chairman of the Faculty Welfare Committee, echoed these opinions, saying that the administration seems to manipulate faculty.

"FACULTY ARE not always in the driver's seat," she explained.

Dr. Elliot L. Blinn, AAUP president, revealed another side to the issue, saying that many faculty "don't want to be involved personally" and rather would have someone else change University policies.

Carpenter explained that because of his many years of faculty leadership at the University, he thinks faculty often remain uninvolved because they "don't feel anything is going to be accomplished."

Hidden sexual pictures, words in ads manipulate consumers

By Jane Musgrave
Staff Reporter

If you think that looking at pictures of human genitals, orgies, sexual brutality and homosexuality is the daily occupation only of perverts and weirdos, Dr. Wilson Bryan Key's lecture last night in the Grand Ballroom may have changed your mind.

Key, a media manipulation researcher and author, told a crowd of about 500 persons that whenever a person picks up a magazine they are engaging in such an activity and they don't even know it.

In a two hour lecture and slide show Key illustrated how American advertisers hide words and pictures to subconsciously manipulate people into buying products. Key pointed out examples of horrifying faces sketched in ice cubes, hands that could not possibly belong to the models

strategically placed in erogenous zones and fried clams drawn in such a manner to suggest a human orgy as examples of subliminal techniques used in advertising.

He explained that while many advertisements appear to be photographs, in actuality they are artists drawings. Often, even when photographs are used, models are photographed separately and then are pasted together in a sexually suggestive manner, Key claimed.

DESPITE ADVERTISING executives assertions to the contrary, Key said the distortions are done, "purposely, intentionally and expensively."

Key said that no one knows why such advertising techniques work.

"We don't know until we know how the human brain works and we're not even close to knowing that," he said adding that, "Advertisers are in an

enviable position. They don't give a damn why, they only know that it works."

Key explained that when a person is looking through a magazine he may only look at an advertisement for a second. In terms of getting information into the brain this is a relatively long period of time, Key said. Studies have been done proving that if a person is exposed to something for 4 milliseconds, it is recorded in the brain, Key said.

ADVERTISERS OPERATE on the theory that "anything that moves you has to work very quickly," Key said. The extensive use of subliminal techniques throughout the American advertising industry indicated that it is successful, Key said.

Key showed one example of a margarine advertisement that has

opinion

new beginning

The University has made yet another appointment, this time naming William R. Bess, 32, as the new chief of University Police.

Bess, according to Vice President of Operations George Postich, has a "unique background including diverse management responsibilities," and will set the implementation of the Ad Hoc Police Review Panel as his immediate goal upon taking command July 1.

Bess has a record of not only performing law enforcement, but making the police department more service-oriented, a feat he accomplished for the Kent State University police department for three years.

Bess holds that "service should be the primary consideration" of the department, not just law enforcement.

That is a pleasant thought considering some of the turmoil the department has been through lately.

It seems as if the administration has made another good appointment, although it remains to be seen if the new chief will fully listen to the recommendations that the panel has to offer.

The new chief promises to bring some innovations to the force, innovations long absent.

We hope to see a new, fruitful beginning for University Police.

let's hear from you

The News welcomes reader response to editorial comment as well as opinions on topics of student interest, in the form of letters to the editor and guest columns.

All correspondence should be typewritten and triple-spaced. Only those letters and columns signed and listing the author's address and phone number for verification will be accepted.

Letters to the editor may not exceed 300 words (30 typed lines). Columns are not to be more than 60 typed lines.

The News reserves the right to reject letters or portions of letters that are deemed in bad taste or malicious.

Correspondence may be sent to: Editorial Editor, The BG News, 106 University Hall.

letters

misconceptions

In Sue Johnstone's letter to the editor that was published last Friday, there were a few misconceptions stated that I would like to clear up.

Ms. Johnstone wrote, "It's too bad you, at the BG News, don't like public relations people, because, like it or not, your paper contains PR every day in the form of advertisements."

First of all, the BG News does like PR people. The advertising sales manager, the entire advertising sales staff, one of our assistant copy editors, and I, the business manager - we are all public relations majors. The BG News does not discriminate against, or have any bad feelings against the field of public relations or its majors.

I am sorry, Ms. Johnstone, that one of our editors gave you that impression. From what I understand, he was trying to say that we do not accept news stories that are written in PR release form, which I understand was your particular case. I am also regretful that the editor who spoke with you dealt with you in the manner in which you related

to me. But whatever his comments, please keep in mind that those comments were his alone, and that anything he may have said does not necessarily represent the overall opinion of the BG News, or the rest of the staff.

Concerning advertising and public relations - advertising and public relations are synonymous terms. Yes, we at the News accept advertisements every day to pay for our paper, but to say we are "accepting PR," in the true definition of the term, is just not true. What is printed in a paid advertisement, and what is labeled as an advertisement, is a totally different matter than what appears on our pages as objective editorial copy. Advertising and PR are not the same thing. I am sorry you misunderstood the difference. Please understand, Ms. Johnstone, that this is not a personal attack. As I said to you in our phone conversation, I feel you had a legitimate gripe, and of course you have a right to defend yourself on this editorial page. However, I too, have the right to clear up any misconceptions you may have caused as a result of your letter.

Becky Smestad
Business Manager

paulpourri

more to a glass blowing class than meets the eye

In order to get all I could out of college, each quarter I scheduled a "fun" course, as relaxation and a chance to learn something unusual or useful.

One quarter it was harp class, another quarter it was cartography. In other quarters it has been square dancing, ice skating, shorthand, photography and Ohio Geography.

This quarter, it's glassblowing.

I SIGNED UP for the three-hour art course because I have always been fascinated by those who can take of blob of molten glass and form it into a cup or mug or vase or plate, and I wanted to learn how, too.

The first day, the instructor, who identifies himself only as Al, stressed safety at all times, requiring us to wear sunglasses and the proper clothes.

He had good reason, too, because we would be working directly in front of furnaces that were as hot as 2500 degrees Fahrenheit.

"That molten glass could burn right

Paul

Lintern



through your leg," he warned.

Nice thought.

"THE INTENSE HEAT probably will cause blisters and a redness on the hands and face for awhile," he added.

I couldn't wait.

"Don't get too close or you'll singe your hair," he said.

Great. When do I start?

"But just relax and enjoy this course," he concluded.

AL THEN demonstrated blowing a simple shape by gathering some molten glass on the end of a five-foot long steel blow pipe, shaping the gathering into a

sphere with a wooden tool soaked in water, and blowing through the pipe to make a light bulb shape.

Then, he dipped a thin steel rod, called a punty, into the glass, rolled it to a point, attached it to the bottom of the shape, and filed a groove around the narrow end of the shape, breaking it off of the blow pipe.

At that point, he could work on the top, or lip, of the piece, which he did, by reheating it several times and each time widening the lip a little more. By doing so, he transferred the shape into an upright mug.

THEN, AS A FINAL touch, he took a long, thin gathering of glass and made a handle on the mug before carefully knocking it off onto a soft pad and placing it in an oven set at 1200 degrees, which slowly cools the glass overnight.

Looked simple enough. I was ready to try.

I took the blow pipe and, turning it constantly as per Al's instruction, dipped it in the molten glass, which was like a very thick syrup.

council was developed to involve students in the policy decision-making process which will be implemented when the center opens. Those students, along with faculty and staff representatives to the council, which meet every Tuesday morning at 7:30 a.m., dedicate themselves to see that the center is not dominated by any special interest group. And their decisions mean one of two things—whether or not you get to use the pool when you want, or the handball courts, or the sauna. They form the policy.

But this recreation council is not limited to just a hand-picked few. Any students interested can voice their ideas now. Recreation Director Ben McGuire is open to all suggestions. If he's to run a solid, economically-sound center with plenty of free-use time for all students, he needs suggestions now while planning is still to be done.

Take time to voice yourself. It wasn't too long ago when faculty and administrators made all the decisions and it was unthinkable for a lowly student to voice his opinion, but today the student has this justifiable right and he ought to make use of it.

Dan Garfield
P.O. Box 3318
Austin, TX

guest columnist

prout experience worth keeping

By Mary Meeker

more than just the sex of the dorm. The Humanities Cluster College, which was held in Prout, used the concept taught by the five Cluster professors, a living and learning experience to be enjoyed by both men and women living together in the same environment. This concept was destroyed by the Board's decision. For me the decision had an emotional impact. After living with the same men and women for a year I felt that the group had grown together as a family. The Board's decision ruined this also.

The second administrative decision (and I still haven't found out who actually made it) deals with the changing

of clear glass windows at the ends of the hallways (north, west, and south sides) to a totally darkened surface that shuts out all light. This change occurred during the summer of 1977. There are two reasons for this change: there has always been breakage of these windows. I remember footballs being thrown from in front of Math Science building up to the windows facing north on the fourth floor. Another reason is the enforcement of fire laws. But that still does not explain why the "window" is totally brown.

FLASHING BACK to around blizzard time I recollect meeting with the women of the dorm discussing the energy problem and what we could do as a dorm to help the University. Now that the "crisis" is over, students, faculty, and administrators alike seem to care little about the quantity of energy being used. The reasoning behind my personal crusade to restore the clear glass has been, first, if the windows at the ends of the halls were replaced with unbreakable clear glass or plastic it would let natural light come into the dorm again. The need for electrically lit hallways during the day would be drastically reduced.

Secondly, if you've ever been on the fourth floor of Prout Hall at sunset you would know the beauty of the combination of yellow shag carpet and yellow streams of sunlight. Aesthetically it's one of the more beautiful experiences possible in a dormitory.

The third situation is a more recent development. It deals with the Board's decision to make the meal coupon system mandatory again in Prout Hall. A compromise has been made by the Food Services people to let the women decide how many books they want to buy, but to require them to buy at least two. This instance shows me that financial decisions are being made for the students by the administrators,

literally behind their backs.

IN ORDER to achieve an amenable solution to this problem there must be a change of attitude within the administration. I don't understand why more forethought was not put into the situations before the changes occurred.

The situations mentioned are not ones dealing with the curriculum or class schedules, but ones dealing with peoples' feelings. Prout is perfect for a coeducational live-in learning experience. Why was it changed? I would like to know what the explanation is behind destroying an experience as valuable as that.

WHY CAN'T plexiglas or another unbreakable clear substance be used to replace the totally darkened "window." Is it for economic reasons? What about the energy savings gained by turning off hallway lights? What about the mandatory meal coupons? Shouldn't it be our decision how to spend our money?

I'm not the only one who feels this way. I've heard similar sentiment expressed by my R.A., my Hall Director, as well as "ex-Prouties," women presently residing in the dorm, graduate assistants, faculty, and close friends. I have personally called and or had interviews with the following men concerning the window situation: the man in charge of the Physical Plant, the University Architect, the gentleman in charge of Residence Life, the man at the head of the Maintenance Department, and the Vice Provost of Student Affairs.

Not a thing has changed.

I AGREE with Todd Rungren in his song "Just One Victory" when he sings, "There's just too much talk... goin' round... we need just one victory and it will be alright."

Mary Meeker is a student at the University.

The BG News

Page 2

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Wednesday, May 24, 1978

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Mailboxes okayed Local briefs

Mailboxes for off-campus University students will be built in 100 Moseley Hall by fall quarter.

The University Space Assignments Committee yesterday allocated the room to the project, which was drawn up by former Student Government Association (SGA) senator Jim Gamelia and has been supported by SGA. Gamelia and other SGA officials said Monday that they feared the project would be located in a less desirable location by the committee and SGA and the Commuter Off-Campus Organization (COCO) passed resolutions protesting the possible change.

However, Robert J. McGeein, director of facilities planning, said the committee was able to allocate Moseley for the mailboxes because it found another location for the

University costume shop, now located in the room. The costume shop will be moved to University Hall in rooms 209, 210 and 211.

McGeein said the rooms will have to be renovated for the shop and would not estimate the cost. He said a wall will be removed and another wall constructed.

McGeein said the shop did not object to the change to University Hall, provided the rooms are renovated, but workers there could not be reached for comment.

McGeein said the room changes will take one classroom from use, but said it will not greatly affect University scheduling.

SGA president Michael C. Voll said he "was very impressed about the victory (getting 100 Moseley allocated for the project)."

Socialist talk

Feminism and Socialism, an informal discussion with Sue Skinner of the Toledo chapter of the National Organization of Women and the Socialist Workers Party, will be held at 8 p.m. today in the Perry Room, Union.

The discussion is sponsored by the Young Socialist Alliance.

Inflation panel

A symposium about inflation, sponsored by Omicron Delta Epsilon, the international honor society in economics, will be held at 1:30 p.m. May 31 in the Capitol Room, Union.

Panel speakers include Dr. Beuars Mabry, Dr. Donald Sternitzke, Dr. James Ostus and Dr. Gerald Auten. Dr. Michael L. Klima, adviser of the group, will serve as the moderator.

Panel discussion

"The Black Writer in America," a panel discussion, will be held at 8 p.m. Sunday in the Main Auditorium, University Hall.

James Baldwin, internationally acclaimed black novelist; Ishmael Reed, a novelist, poet, essayist and journalist; and Colleen McElroy, a poet from the University of Washington at Seattle are the panelists.

Volunteers wanted

Persons interested in volunteering to help greet students or give tours during pre-registration (July 10-Aug. 4) should contact Gregg DeCrane, director of Student Activities.

Gay politics

Elaine Noble, a liberal Democratic state representative from Boston and an avowed lesbian, will speak on "The Ramifications of Gay Politics" at 8 p.m. tomorrow in 220 Math-Sciences Bldg.

The lecture, sponsored by the Gay Union, is free and public.

Yearbooks here

The 1978 yearbooks have arrived. They can be picked up in the Key office, 310 Student Services Bldg., between 9:30 a.m. and 2:00 p.m. A University ID is required.

The Key will not be responsible for any yearbooks not claimed by June 2.



Newsphoto by Frank Breithaupt

ONE PARTICIPANT OF the silent vigil held in the Union Oval yesterday apparently found it difficult to keep totally silent while blowing bubble gum. He was one of 25 students and faculty who stood in a slight drizzle as a statement of support for the current disarmament talks being held at the U.N.

David Nairne counted on us.



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Alumni Center: product of involvement and work

By Rob Wilkins

A dream founded on a city dump. That's what the Alumni Center is. The center first was conceived in the late 1960s and became a reality in 1976.

"The only problem in building the center was when they got into putting in the foundation of the building, they found it was a former dump for the city. As a result they had to go deeper to build the foundation," Jerry Updegraff, director of annual funds, said.

But other than that, Updegraff said the \$1.1 million project was completed smoothly.

"IT WAS BUILT 99 percent from alumni donations," Updegraff said. "It was all totally financed from private gifts; there's no state funding or student fees."

The pledges and gifts were made by more than 6,000 individuals.

"We ran a campaign on a broad-based, wide support; the great bulk of the support came from the middle people," Updegraff said.

The campaign to raise the money for the Alumni Center was divided into three stages, he said.

"THE FIRST stage was individual solicitations, the second, telephone solicitation and then direct mail," Updegraff said.

"The one-on-one individual solicitation was very time consuming and we didn't get to see as many people as we wanted," Updegraff said.

So alumni volunteers began a telephone campaign.

"One of the super benefits of the program was that we had alumni volunteers talking to alumni. Much of the fund raising was the result of alumni involvement," he indicated.

Updegraff said more than 1,000 alumni volunteered to work on the campaigns in Cleveland, Detroit, Cincinnati and Columbus.

"A VOLUNTEER averaged about \$500-600 in pledges and I think it gave them the feeling it really helped the University."

Updegraff said the telephone campaign was successful. "We raised about \$600,000 in pledges, of which 70 percent came from alumni who had never donated any money before."

He said that about one-third of the \$1.1 million in pledges has been paid to the foundation (the organization responsible for all contributions).

"MOST OF THE major contributions or pledges, usually a thousand (dollars) or more, were made for a 10-year period, while some were made on a five-year pledge," Updegraff said.

Updegraff said that Thomas Zung, Student Recreation Architect, changed many plans while the Alumni Center was being built.

"The time that the building was conceived to the time it was actually built, it went through many changes," to make it more practical, he said.

The center, which houses the offices of the Alumni and Development Association and the University foun-

dation committee, provides many services.

THE BUILDING will facilitate new programs that could not be offered in the past because of limited space, Updegraff said.

"In the years to come, this (Alumni Center) will be a place that all alumni can identify with. It's their building," he noted.

A new program implemented in the center is the alumni involvement program. It is a series of four projects encouraging alumni and student interaction.

"The building is used heavily for alumni association projects," April L. Hill, coordinator of alumni activities, said.

"BUT THE BUILDING is not just for alumni. It's open to anyone. We're always happy when students come and use the building," she said, adding that the center's library also can be used by students.

"The purpose of the library is to house the works of faculty and staff and alumni," Hill said. "We also have copies of the Key and BG News in bound copies."

The building also is used for some classes and is open for University clubs, organizations or associations.

"The use of the building is free, except for after hours and then we charge a very nominal fee to cover the cost of someone coming in to open and close," she said.



Newsphoto by Greg Smestad

THE FINISHED PRODUCT-The Alumni Center, located on Mercer Road, was completed in 1976. The Center, which was 99 percent funded by alumni

donations, will facilitate new programs that could not be offered in the past because of space problems.



Newsphoto by Karen Borchers

ALONG WITH THE rain comes the closeness of sharing an umbrella to stay dry. The rain, a common occurrence in Bowling Green, does not, however, stop students from making it to classes or just taking a walk as this couple does.

'Hustle' makes money for membership drive

By Rob Wilkins

James E. Harris uses phrases such as "team spirit," "give your best" and "hustle more" as do most coaches.

But Harris is not a coach. He is the athletic development officer at the University and his words of inspiration are used for a different type of team.

Harris, who is responsible for raising money for intercollegiate athletics, has implemented the "team concept" in his fund-raising Falcon Club membership drive.

HARRIS SAID the "team concept" makes a competitive sport out of fund raising. "We have three leagues of high competition which are involved in a fund-raising game. There are six captains and six teams per league."

Harris said the teams compete against each other to see who can raise the most money.

"It provides a challenge to the people involved," Harris said, "and they take pride in their team and want to do well."

Harris said all team members are volunteers.

"WE USE University personnel, blue collar workers, white collar workers and anyone else who wants to volunteer," Harris said.

The captains, however, are chosen more selectively.

"We try to get people who have access to a lot of people. My idea in fund raising is people

will give to people if they are asked," Harris said.

THE OBJECT of teams is to get persons to join the Falcon Club, he said. "The memberships range from \$25 to \$2,500 and the more you pay the more privileges you receive."

Benefits of Falcon Club membership range from preferred seating at athletic events to newsletters to preferred parking or season tickets, depending on the type of membership.

But Harris said persons join for other reasons as well.

"IT'S BASICALLY a group of people who firmly believe in the BG winning tradition and are willing to provide monetary support," Harris said.

Harris said the "team concept" in fund raising has been successful.

"We used the program last year and the year before that we had 800 Falcon Club members, while last year we raised that to 1,300."

"Last year's total was \$156,000, about \$120,000 of which was cash," he noted.

THIS YEAR'S goal of \$175,000 is "right on schedule," Harris said.

He indicated that the money raised is important to the athletic program.

"With the rising cost of team travel and scholarships due to rising tuition fees, the funds are a necessity. They keep us in the black."

Letter spurs special day

FORT THOMAS, Ky. (AP)—A letter from a 12-year-old boy has stirred Gov. Julian Carroll to declare Sunday as "Beverly Hills Memorial Day."

Tim King of Fort Thomas wrote the governor last March about his own feelings about the fire at the nearby Beverly Hills Supper Club, which killed 165 persons.

"Tim's letter spawned the idea," said Gary Auxier, the governor's press aide.

THE GOVERNOR has issued a proclamation calling for all flags to be flown at half-mast Sunday to "tell the families of those lost that we, too, feel terrible about what happened."

The boy wrote Carroll that he lived near the site of the makeshift morgue that was set up to handle the bodies as they were brought out of the burning club.

"I could see the flames in the distance and the thick black smoke rising hundreds of feet into the air," he wrote. "Indeed, though I knew no one lost there, I, too, was deeply touched by that disaster."

"THAT HOLIDAY WEEKEND brought

with it an incredible tragedy and this year will come the pain of remembering it."

Tim then proposed that it would be fitting to have a Beverly Hills Memorial Day and to fly flags at half-mast.

"Since I am only 12, the idea might not seem worth considering, but I feel it definitely does," wrote the honor student at Highlands Middle School. "For what happened that day will leave an emotional scar on many, many families and leave sorrow and pity in all of our hearts for those families."

CARROLL HAS NO desire to resurrect the memories of the disaster beyond what is respectful, Auxier said, but he found a clue in the boy's letter.

"We wanted to have some kind of remembrance, but we wanted to keep it as low-key as possible," Auxier said.

Tim, son of Jim and Donna King, admitted he did not think the governor was going to reply to his letter.

"Now it's going to happen, and I'm excited about it," the boy said.

12-year-old earning B.A.

LOS ANGELES (AP)—Like many college freshmen, Mariel Aragon has not decided exactly what she wants to specialize in, but she has plenty of time. "I'm just getting my B.A., M.D., and Ph.D.," says Mariel, who is just 12 years old.

She was admitted to the University of Southern California (USC) conditionally last fall at age 11 when she enrolled in two courses. After she successfully completed them, USC permitted her to take a full load as a pre-law, pre-med student.

enjoy it. You see, I'm an only child. And everybody here treats me like a younger sister—so, it's like having a lot of brothers and sisters."

SHE PLANS TO take physics, biology, psychology and French next semester. She will finish undergraduate studies by age 15 and will complete medical school when she is 22.

Burt Wuttken, a university spokesman, said Mariel's IQ has been measured at about 180.

She says she does not mind being called a genius, but "I really like to be treated like a normal person. I'm one of you. I'm not from outer space."

NOTICE TO FACULTY MEMBERS DENIED TENURE AT B.G.S.U.

The AAUP eschews recent administrative policy which would attempt to block Unemployment Compensation to a faculty member whose termination results from a decision not to grant tenure.

If you experience difficulty in collecting Unemployment Compensation because of University administrative action contact a lawyer immediately and notify your local AAUP officers. (Elliott Blinn, President, Department of Chemistry, 372-0281.) advertisement

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Day in review

From Associated Press wire reports

Jury requests transcripts of prosecution's testimony during Greene trial

Cuyahoga County Common Pleas Court Judge James J. Carroll was considering yesterday a request from the jury for transcripts of tapes presented by the prosecution in the Daniel J. Greene murder trial.

Meanwhile, the jury was in its third day of deliberations in the marathon trial of five men charged in the bombing death of the Cleveland rackets figure.

In a related development, FBI agents from Cleveland and Canton searched two houses in Dover looking for Anthony D. Liberatore, 56, who is being sought on a federal warrant in the Greene bombing.

THE FBI WOULD say only that results of the search were negative.

Dover authorities said the owner of the two houses gave permission for the search. The man was quoted as saying he had had no contact with Liberatore recently and did not know where he was.

Liberatore, a Cleveland labor leader and former member of the Regional Sewer Authority, has been sought by agents since charges were filed against him in March.

CARROLL MET with lawyers from both sides regarding the request for the transcripts.

Cleveland board kicks off emergency tax campaign

state

With only two weeks remaining before the vote, the Cleveland school board yesterday kicked off its campaign for approval of a once-defeated \$30 million emergency school tax increases.

"If this levy is not passed, schools will not open in September," said George Dobrea, chairman of the school board's finance committee and campaign director.

The Cleveland Teachers Union (CTU) said passage of the levy on June 6 is the only guarantee that the system's 5,400 full-time teachers will not strike on Sept. 5.

JAMES O'MEARA, executive secretary of the CTU, asked for cost-of-living raises of 6.5 to 8 percent and assurances that payrolls will be met on time.

The 9.9-mill, five-year levy was overwhelmingly rejected on April 6. The 113,000-pupil school system was unable to pay its 11,000 full-time employees for four weeks until the state provided cash advances on state aid.

A Cleveland State University professor who analyzed the April 6 vote recently said Cleveland's sharp racial division was the single most important reason for rejection of the measure.

THE STUDY SHOWED 80 percent of the city's whites opposed the levy while 75 percent of the black voters favored it.

18 found massacred in Zaire

world

French paratroopers found the bodies of 18 more massacred whites in battle-torn Kolwezi, a European relief official in Kinshasa, Zaire, reported yesterday. French and Zaire government forces in the southern Zaire city awaited word from Paris, meanwhile, on their next step in the war in Shaba Province.

French soldiers sweeping through the bush outside the city also found 20 terrified French women and children hiding from a rebel gang that had killed all their husbands and fathers, a Defense Ministry spokesman said in Paris.

He said the women and children were unaware that a French and

Belgian airborne force had driven the rebels from the area over the weekend.

THE SPOKESMAN said the ministry also had received "unofficial information" that the French troops had discovered about 20 bodies, apparent victims of last week's rebel rampage in Kolwezi, at a new massacre site Monday.

The ministry spokesman said the number of foreigners murdered in Kolwezi during the rebel occupation may have exceeded 200, but a precise count could not yet be made.

"In the confusion, some bodies may have been counted twice, and others are still being found every day," he said.

FEW DETAILS were available about the twin discoveries of survivors and dead. It was not known if they were connected.

The European official in Kinshasa, who asked not to be identified, said as many as 300 Europeans may still not be accounted for. It is believed that some might be hostages in the hands of the retreating rebels.

Streams of black refugees began returning from the bush to Kolwezi yesterday, but the French commander

there warned that they faced starvation and epidemics.

"We are in a dead city," Col. Yves Gras told reporters in Kolwezi. He said there was no water, electricity or food.

U. N. meetings may enhance security

nation

The U.N. General Assembly opened a 5-week, high-level special session on disarmament yesterday in a massive effort to slow down an arms race costing the world almost \$400 billion a year.

It is the first world-level discussion of the matter since 1932. Similar talks date back as far as 1899 when Czar Nicholas II of Russia initiated an international conference at the Hague that produced a ban on the dum-dum bullet.

Yugoslav Deputy Foreign Minister Lazar Mojsov, who will preside over the session, reminded delegates that major participants in the arms race have the capacity to "kill several times over every man, woman and child in the world."

SEVENTY-THREE TOP government officials, including 20 heads of

state and 53 cabinet ministers from the 149 U.N. member nations, will speak.

The World Peace Association has presented U.N. Secretary-General Kurt Waldheim with a petition, calling for world disarmament, signed by a reported 500 million people in more than 100 countries.

Yugoslav Prime Minister Veselin Djuranovic was to be the first speaker. U.S. Vice President Walter Mondale was scheduled to be the second, this afternoon.

Russian advancements tracked

The Soviet Union, aided by Cuban troops and American reluctance to become involved, is extending its influence across Africa from Angola in the west to the Horn of Africa in the east, an authoritative research institute said yesterday.

The assessment came in the London-based International Institute for Strategic Studies' annual review of world strategy.

The institute said, "It is the capability for the global dispatch of military equipment and forces, coupled with a readiness to become actively involved and American reluctance to reciprocate in kind, which will provide opportunities for Soviet influence in a

period of conflict in Third World areas."

WESTERN RESPONSE to the Communist challenge in Africa and elsewhere in the Third World is "often uncertain," the report added.

The institute has 50 member countries and describes itself as "a center for information and research on the problems of international security, defense and arms control in the nuclear age."

Its report said the Soviet ability to move massive shipments of troops and weapons to distant trouble spots influences the futures of southern Africa. A few years ago this was unthinkable,

but now it is a factor of African politics, the report said.

SOVIET ACTIVITY in the Horn of Africa, the report said, "was not primarily to gain a permanent foothold in the Horn, however attractive, but to become a permanent factor in African politics...now that her Soviet capability for the long-range massive dispatch of forces and equipment had been firmly established."

The Soviet Union supplied weapons and advisers to Ethiopia for the war with Somali rebels in the Ogaden Desert. With the Soviet aid, Ethiopia reversed Somali victories and put the region back under Ethiopian control.

High-level arms race talks begin

Chief U.S. arms negotiator Paul C. Warnke said yesterday this country would win any strategic arms race with the Soviet Union if the current arms limitation talks collapsed.

But, Warnke said, U.S. security would be enhanced by a new accord to bring stability to the two superpowers' military relationship.

"That's the only reason we're in it," Warnke told The Associated Press on the eve of a new round of possibly

climactic negotiations in Washington and in New York. "It's not philanthropy."

IF A STRATEGIC arms limitation treaty (SALT) is not signed and ratified, the United States is determined to keep the Russians from gaining any sort of strategic advantage, he said.

"We've got the will and the resources to do that," Warnke said firmly. "I just have no doubt that if there is going to be

an unbridled competition, we can match them and we can outmatch them. That's one of the things that gives us a strong negotiating position."

"If the Soviet Union thought that in the absence of SALT they could gain strategic superiority they would have no interest, believe me, in negotiating SALT," he said, adding:

"One of the principal incentives is that they recognize we can keep up with any competition they can mount."

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Campus calendar

Campus Calendar is a daily listing of campus events (meetings, lectures and entertainment), provided as a service to readers. Unless otherwise noted, the events are free and open to the public. To submit a listing, Campus Calendar forms are available at the News office, 106 University Hall, 372-2003. There is no charge for submitting listings to the section.

WEDNESDAY

Meetings

Meet Your Local Candidates—noon, Commuter Center, Moseley. Democratic candidates for Wood County primary election will be available for questions.

Gay Union—7:30 p.m., Faculty Lounge, Union.

Ko Suteri Dojo Karate—7:30-9:30 p.m., 201 Hayes.

World Hunger Study—8 p.m., University Lutheran Chapel, 1124 E. Wooster St.

SGA—8 p.m., White Dogwood Suite, Union.

PRSSA Meeting—8 p.m., 200 Moseley.

Midweek Reflections—9:30 p.m., University Lutheran Chapel

Lectures and Classes

Geography Lecture—2:30-3:30 p.m., Pink Dogwood Suite, Union. "Sights and Impressions of Socialist Cuba."

Education Colloquium Series—3:30 p.m., New Horizons Room, Education. "Coping with Violent Behavior."

Northwest Ohio Chapter of the American Statistical Association Lecture—7:30 p.m., 459 Math-Sciences. "Design of Efficient Industrial Experiments with 'Coed,' a Computer Optimized Experimental Design Program."

Popular Culture Lecture—8 p.m., River Room, Union. "The Boy Scout Tradition of American Culture."

Entertainment

Faculty Swim—12:30-1:30 p.m., Natatorium. Admission 35 cents, 10 cents suit rental.

University Performing Dancers—8 p.m., Main Auditorium, University Hall. Spring concert. Admission \$1.50, students 75 cents.

Public Skating—8-10 p.m., Ice Arena. Admission \$1 with BGSU ID, 50 cents skate rental.

by Garry Trudeau



CAMP COURAGEOUS NEEDS STAFF!

Camp Courageous, in Whitehouse, Ohio, a residential camp for trainable mentally retarded children and adults needs the following staff for the 1978 season: June 12 through August 27:

HEAD COOK: meal planning and preparation for 80 persons, 3 meals daily. 2 Assistants. \$990 for season. Need not live in.

NURSE, R.N.: must live in. dispense medication, supply basic first aid. \$1,210 for season.

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PERSONALS

"Betty & Linda"—You're the greatest! Thanks for all the time, effort & love you gave us. We appreciate it! Love from "your girls".

Karen—your candle passing was such a nice way to end Flamer Week! Congratulations on your engagement to Joe—your AGD Sisters wish you love & best wishes!

Toni the Tiger says I love you. Linda—congratulations, Derby Darling. You deserve it & I'm so proud to have the sweetest, smartest & preffiest Little on campus. Love, Marcia.

To the best Sigma Chi's around Mac & Bliff. The D.Z.'s want to thank you for all your help & support during Derby Week. We couldn't have gotten 2 nicer guys for coaches.

Congratulations to the winners of the Beta-DZ T-Shirt tea. First place went to Pam McMillan for the Biggest Turn On. Jane Lavery received second place for the Most Unique & Scott Jeffers had the kindest T-shirt which got him third place.

Way to go DZ Softballers. First place in the Sig Ep Softball Tournament for the second year in a row. We'll miss our upperclassmen next year but the underclassmen have shown they know how to play & will bring home the 1st place trophy again next spring. Love, Your DZ Sisters.

Nobody does it better than the Chi Omega softballers, you're the greatest—Howie, Ted & Steve.

JIM EMANUELSON—Congrats On Being Named UAO Chair.

person OF THE YEAR! I'm Impressed, K.C.

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Congratulations ZTA on your installation. The Brothers of SAE.

ATTENTION: We are distressed to announce that 7 percent & The Tasmanian Devil have been demoted from their distinguished title of A.P. These 2 lightweights may have a chance at regaining their title at the rematch. JK & MC. To the sisters of Delta Gamma. The pledges are psyched to spend this weekend with you. We love you all.

Alpha Xi Delta would like to congratulate Zeta Tau Alpha on going national.

Get psyched for a memorable Memorial Day Weekend at the DG FORMAL!!!

To my li'l Diana. You're the greatest. Thanks for the flowers—YOU REALLY shouldn't have. ZTA Love, Laura.

Sheryl, Kris, Tari, Carol, Karen, Heidi & Susan. Thanks for REMEMBERING us at activation with the roses. We really loved them. Love, Laura & Olivia.

Rempe & Delyca, your DG's hope that you are psyched to FORMALLY set sail this weekend.

Greg Mayornik, congrats on being elected Pres. of the Rugby Club. Love, Your Little, Lori.

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F. rmmte. wanted for Fall Qtr. Nice 2 bedrm. house, call 352-1050.

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Eugene citizens weigh gay rights

EUGENE, Ore. (AP)—Eugene residents voted yesterday whether to follow the example of Miami and two Midwestern cities by repealing a gay rights ordinance or to become the first city to approve, in a referendum, a non-discrimination law to protect homosexuals.

Both sides in the battle predicted the vote in this university city, second-largest in the state, would be close and said there was little chance of winning

the overwhelming margins by which voters in Dade County, Fla.; St. Paul, Minn.; and Wichita, Kan., repealed similar measures.

The repeal drive spearheaded by VOICE—Volunteer Organization Involved in Community Enactments—shunned outside help offered by the successful repeal campaigns in other cities.

VOICE ALSO avoided the Bible-

quoting tactics of earlier campaigns and attacked the ordinance by arguing that homosexuality is a lifestyle and should not be protected by civil rights legislation.

Eugene Citizens for Human Rights responded that homosexuality is not a matter of free will and a person's sexual orientation should not be grounds for discrimination in housing, employment or public accommodation.

Four years ago, the City Council rejected a proposed gay rights ordinance and gay rights bills have failed in the Oregon Legislature three times, although seven years ago the state removed criminal penalties for sexual acts between consenting adults.

LAST NOVEMBER, the City Council passed an amendment adding sexual orientation to a list of factors

for which Eugene's civil rights ordinance prohibits discrimination. But before the measure could go into effect, 10,000 signatures were collected to refer it to voters.

Eugene, a city of about 100,000, is the home of the University of Oregon and has a progressive reputation for environmental legislation and city planning.

The human rights committee sent about \$32,000 on its campaign against

Ballot Measure 51, while VOICE spent closer to \$17,000. Both groups canvassed Eugene neighborhoods door to door.

VOICE brought a billboard advertisement saying "Keep It Straight. Vote Yes on 51."

The campaign was emotional despite efforts by both sides to focus on legal issues. VOICE, at first, kept the location of its headquarters secret, expressing fear of retaliation.

Government gold sale turnout low

WASHINGTON (AP)—The first government gold sale in three years hardly set off a modern-day gold rush yesterday. Only 59 bidders applied to buy the precious metal, compared with 700 at the last auction.

There would have been more yesterday, but a courier for a European bullion firm could not seal his bid envelopes in time as he hurried to meet the 11 a.m. deadline.

In a General Services Administration auditorium, clerks protected by armed guards read off the bids for three hours.

THE APPARENT high bidder was Morris Cannon of San Antonio, Tex., who submitted a bid of \$182.35 for 800 ounces. A variety of European banks submitted bids of over \$180 per ounce

that appeared to be successful. The awards will be announced tomorrow.

The sponsors of the sale said they were not disappointed by the low turnout. Readus Long, who runs the GSA stockpile disposals, said, "The novelty of the gold sales has worn off. The International Monetary Fund sells gold all the time."

They predicted smaller investors will take part in coming auctions. However, they will have to have at least \$70,000, because the minimum bid is for 400 ounces.

The Treasury, last month, ordered six monthly sales of gold to help the nation's trade deficit and to de-emphasize the role of gold in the international money system.

Pickets outside the Treasury

Department yesterday disagreed, carrying signs protesting the gold sale. The 20-member group said it was wearing black arm bands to "mourn the death of the almighty dollar." They said the removal of gold as the backing for currency has led to increasing inflation.

In its gold auction, the government tried to demonstrate that it is intent on reducing its trade deficit. If foreigners buy the gold, they are spending more money in this country and easing the deficit. It could also help support the value of the dollar.

However, the 300,000 ounces of gold sold yesterday would earn about \$54 million, barely a dent in the \$26.7 billion trade deficit the country ran up last year.

OSHA safety inspections declared unconstitutional

WASHINGTON (AP)—The Supreme Court told the federal government yesterday it must stop making unannounced safety inspections of the nation's workplaces unless first obtaining search warrants.

Voting 5-3, the justices struck down, as unconstitutional, a portion of a 1970 law passed by Congress to provide government protection of workers against on-the-job safety hazards.

The law had authorized inspectors from the Occupational Safety and Health Administration (OSHA) to make spot checks of some six million industry and business locations without proving to a judge or magistrate that such a search was justified.

THE CONSTITUTION'S protection against "unreasonable searches" "protects commercial buildings as well as private homes," Justice Byron R. White wrote for the court.

"We are unconvinced that requiring warrants to inspect will impose serious burdens on the inspection system or the courts, will prevent inspections necessary to enforce the statute or will make them less effective," White said.

Essentially, the justices' decision places a buffer, the courts, between the OSHA, a division of the Labor Department, and the businesses it inspects.

Now, if an OSHA inspector is denied access by a business owner, the inspector must obtain a court-ordered search warrant before gaining access.

WHITE'S OPINION acknowledged that "the risk is that during the interval between the inspector's initial request to search a plant and his procuring a warrant...violations...could be

corrected and thus escape the inspector's notice."

The court's decision does not preclude OSHA inspectors from trying to obtain a search warrant first, without the business owner's knowledge, to preserve the element of surprise.

But Labor Secretary Ray Marshall had voiced concern about the "administrative strain" the OSHA would experience if that procedure became standard practice.

In criminal cases, the government must first prove "probable cause" before gaining a search warrant, but yesterday's decision watered down that requirement for OSHA inspectors.

"Probable cause in a criminal sense is not required," White said.

OSHA inspections long have been controversial and the issue has been used by some political conservatives as a rallying point against expansive government regulation.



AP Photo

DIGS PIGS—Donna Hois, 27, looked around for a job she thought women would not ordinarily be interested in and apparently found one—as herdsman in charge of a pig-raising farm in Gwinner, N.D. The Southern Illinois University graduate often wears a T-shirt which says "I Dig Pigs" while she works.

Utilities profits questioned

COLUMBUS (AP)—Ohio's 13 largest utilities are in good financial shape overall and several are making too great a return on their investments, the state's consumer advocate said yesterday.

Consumer's Counsel Williams A. Spratley released a survey of the utilities' financial situations, compiled from reports filed with the Public Utilities Commission of Ohio (PUCO).

"We are considering investigating the excess profits of some of these utilities," he said. "We're hopeful that PUCO will see those figures and open its own investigation."

THE MOST TELLING statistics are the return on equity reported by the utilities in 1977, said Philip Miller, an accountant and technical advisor to Spratley. The return on equity is the percent of return an investor can expect on his money and is a commonly accepted indicator of a company's well-being.

Of the 13 major gas, electric and telephone companies surveyed, East

Ohio Gas Co. had the highest return on equity, recording 18.7 percent, General Telephone Co. reported 15.5 percent, United Telephone 17.8 percent, Cincinnati Bell 15.4 percent, Ohio Bell 13.7, Cleveland Electric Illuminating Co. 15.6 and Cincinnati Gas & Electric 14.2.

PUCO normally considers a rate of return on equity of 12.5 percent to 13 percent as being healthy, Miller said.

Several electric utilities had a rate of return below the healthy level, but they also have either just been granted rate increases, have them pending or plan to file them soon, he said.

"ALL THE TELEPHONE utilities are prime candidates for decreases in their rates," Miller said. "And so are Cincinnati Gas & Electric and East Ohio. They appear to be doing better than all the other electric utilities."

"It appears that they are earning more than they should be."

Of all 13 utilities, Dayton Power & Light Co. reported the lowest return

on equity of 9 percent, the consumer's counsel statistics show.

But Miller said DP&L filed for a rate increase two weeks ago. Other rate increases are pending for Ohio Edison, with a 11.5 percent return on equity reported and Toledo Edison, with 12.6 percent.

COLUMBUS AND SOUTHERN Ohio Electric Co., with a 11.4 percent return on equity, was recently granted a \$28 million rate increase. CEI will ask PUCO for a rate hike in July, as will Ohio Power Co., which had a 11.8 percent return on equity last year.

Columbia Gas of Ohio, the state's largest natural gas utility, had a rate of return on equity of 12.3 percent and has several small rate increases for various locations pending before PUCO, Miller said.

"We want to see healthy utilities, but we want to see the utilities earning only a fair rate of return," Spratley said.

The consumer's counsel said his office released the financial data on

the utilities "because we believe the public has a right to know these figures."

SPOKESMEN FOR utilities contacted about Spratley's charges disagreed with his conclusions for various reasons.

"He's looking at one year," said Robert E. Snedaker of Mansfield, president of United Telephone, which had the highest rate of return on equity of utilities in Spratley's figures. "That 1977 was our biggest year due to a combination of two things."

"We had a rate increase that went into effect Dec. 30, 1976...and, secondly, Ohio Bell had a long distance rate increase that went into effect in August 1976 which increased the long distance rates for all telephone companies in Ohio."

Snedaker said United Telephone considers 1977 a "peak year."

"If you look at our average rate of return over the last five years, it's 11.3 percent," he said. "And in 1973, it was 6.7 percent."

Sex in ads

from page 1

appeared in many national magazines, such as Family Circle, which is the "epitome of the middle class position of morality."

After pointing out how the advertisements depiction of the margarine in the advertisement strongly resembled the male sex organ Key said, "Millions of housewives sit in their kitchens salivating over Family Circle and don't know why. Then they put on their coats and go down to the local supermarket and buy the product."

Some of the advertisements Key showed included as many as 15 separate hidden pictures. He skipped over one seemingly innocent looking cigarette commercial saying "that one's too dirty even for this audience."

Aside from the sexual images many

of the symbols have to do with self-destruction and death.

MANY OF the alcoholic beverage commercials included pictures of distorted faces and monsters.

Key showed a cigarette commercial that showed two hockey players fighting. One of the gloves had the word "Cancer" in the place of the trademark.

This appeal to self-destruction was used in many of the advertisements Key showed. He said he didn't know why such a technique would inspire consumers to buy a particular product.

"Perhaps advertising executives know a lot more about why we smoke and drink than we do and I think it's time they tell us," Key said.

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Sparky and Tommy agree on all-stars

You may have trouble believing this, but Sparky Anderson, the manager of Cincinnati, and Tom Lasorda, the field commander of Los Angeles, have found a subject on which they agree.

If you have been following the two the last year and a half, you doubtless are aware that concurrence hasn't been an everyday feature of their association.

For instance, if Sparky were to say that train wreckers should be caught and punished, Tommy would respond that before they start worrying about train wreckers, they should acknowledge that Bill Russell is a better shortstop than Davy Concepcion.

BUT IT happens to be a fact that Anderson, a short while back, confided to this correspondent that the annual All-Star game could be enriched if the managers merely managed and took no part in the selection of players.

And, amazingly, Lasorda observes: "I agree completely with Sparky."

The two take the position that a manager can encounter enough grief in the deployment of those on his bench without the added responsibility of selecting the personnel.

"**LET THE** manager be the strategist, not the picker," says Sparky, "and everyone will be more comfortable."

And Lasorda responds again, "I agree completely with Sparky."

Melvin Durslag



Maybe a merger is in the wind whereby the O'Malleys are trying to acquire 51 percent of the Cincinnati stock, but a more likely explanation would be that the All-Star game is coming up before too long and Lasorda is seized by the thought that the headache soon will be his.

Under the present system of selection, the starting eight (pitchers excluded) are chosen by fans who turn in ballots to a safety razor company serving as scorekeeper.

ALL THE other players are then picked by the respective managers.

"Before I even start thinking about the players," says Lasorda, "I have to make myself believe I'm going to be the All-Star manager. It's hard for a guy like me to picture this."

But once the mental block is conquered, Tommy must address himself to this delicate problem. He will start, he says, by picking 10 pitchers. Then adding two catchers and

one or two pinch-hitters, he will find himself distressingly short of spots on the 30-man roster.

WITH ALL the good ball players around today," says Tom, "there's no way I can avoid arguments. Do I pick guys having a big season in '78, or do I make concessions to include heroes the fans want to see? Is this the players' game, or the fans' game? This is why I say it's better if the managers are excluded from the selecting process."

And, of course, a veteran of four All-Star games, Anderson fosters the same view.

Celebrated for dousing fires with brandy, Billy Martin, who will manage the American Leaguers, proclaimed earlier in the year that he won't pick Nolan Ryan even if Nolan has won 40 by the All-Star break.

Ryan could fall slightly short of 40, but he seems to be having a creditable season and the showdown on this issue could be fascinating.

"I was there when Billy made that statement," says Lasorda. "Now I think I'm going to call him and say, 'Billy, you're absolutely right. No way I'd put that Ryan on my team.' I figure that if I can keep Ryan off the roster, that's three innings less I'd have to worry about. The way he blows in that fastball, I'm not anxious to look at him."

RYAN, OF course, is averaging more than a strikeout an inning this season and he shows an ERA of roughly 1.6.

He refused to report to Martin as a substitute last year after Billy had bypassed him the first time around. Nolan got sympathy in some quarters, but not from Sparky Anderson, who, to this day, supports Martin. "The All-Star game benefits the player pension fund," says Sparky. "When a man refuses to play in it, he's telling me he doesn't want his pension."

NORMALLY, Ryan doesn't comport himself as a virtuoso. But having been asked to the game once before as an afterthought—Willie Mays, for old times sake, had been added to the National League roster and Ryan was taken for symmetry by the American League—Nolan concluded that one insult was enough.

As pointed out above, Lasorda is expecting the usual reaction from partisans when he fills his roster with all the players other than the starting eight.

"But I'll really try to pick the right guys without thought to any scrapping that may have been going on behind the scenes," he says.

You gather from this he won't be turning his back on players from Cincinnati, meaning he and Anderson will have agreed then on two points.

The next thing you know, they'll be using the same washroom.

Sports



Newsphoto by Dave Ryan

BG Hockey coach Ron Mason takes a victory ride

Coach-of-the-year balloting

Mason named runner-up

By Bill Paul
Assistant Sports Editor

Falcon hockey coach Ron Mason received the highest coaching honor in Bowling Green hockey history when he was voted runner-up in the national "Coach-Of-The-Year" balloting by the American Hockey Coaches Association.

Mason finished second to Boston University's Jack Parker, who piloted his Terriers to a 30-2 record and a national championship. Mason and Wisconsin's Bob Johnson were the only other coaches receiving votes. The Falcons defeated the Badgers 4-3 in the NCAA consolation game to finish third in the nation and end the season with a school record 31-8 mark.

"**IT'S NICE** to receive an honor like that, but in all honesty my vote went to Jack Parker," said Mason, who for the second straight season was named Central Collegiate Hockey Association (CCHA) coach of the year. "Anyone that can go 30-2 over a season deserves it."

The Falcons dropped a 6-2 decision to Boston College in the opening round of the national tournament before rebounding against Wisconsin. The Terriers then defeated Boston College by a 5-3 score to win the national championship. "If he (Parker) didn't have such a phenomenal year I may have a shoe it," Mason said, admitting, however, that his main concern is the status of the BG hockey program.

"**PERSONAL** awards aren't that important," said Mason, who has molded the Falcons into a national contender in five seasons. Now that BG has reached that plateau, Mason's task is to keep the program at that level.

"Basically that's what our goal is," he said. "I don't think we can get much better. Basically we have to try to maintain our caliber of play and on a given year if things fall into place like they did this season we can win it all. That first trip to the nationals is an important one. If we go back again next year I think we'll have a good shot at it."

IF MASON'S statistics hold to form, there is little chance of the BG hockey program regressing. In 12 years as a collegiate coach, seven at Lake Superior and five at BG, he has tallied 253 wins, 103 losses and 12 ties for a .704 winning percentage.

At Bowling Green he has accumulated a 123-57-4 record and his team's have shown improvement each year. During that span BG has captured two regular-season CCHA championships and three playoff titles. The prestige the hockey program has received from these accomplishments has made recruiting a much easier task.

"You don't have to talk fantasies with someone you're trying to recruit," Mason said. "Now we're able to talk reality and that makes quite a difference."

BG baseball season ends

By Bill Paul
Assistant Sports Editor

Bowling Green's baseball team will close the curtain on the 1978 season in a 1 p.m. double-header against Detroit today at Warren E. Steller Field.

"We'll be placing emphasis on our seniors," coach Don Purvis said, who for the third consecutive season guided the team to 30 wins.

The Falcons, 32-14 overall, finished third in the Mid-American Conference with a 11-6 mark. A sweep today would give the team a 34-14 record for .709 winning percentage which would be the best BG finish since 1966 when Dick Young guided the team to a 16-6 mark.

DETROIT carries a 32-15 record into the

games. The Falcons swept the Titans by 2-1 and 7-1 scores last year and both teams are enjoying fine seasons this year.

"They're a very competitive team," Purvis said, "but we'll try to give all our seniors a last opportunity to play."

BASEBALL NOTES: The fourth annual homerun derby will be held in between games of the double-header. Four players from each team will get the opportunity to try to hit the ball out of the park.

Also participating is a group of area personalities including Falcon basketball coach John Weinert and one spectator who is willing to take three swings for a dollar...A sum of \$100 for each homerun hit has been pledged with the proceeds going to the American Cancer Society. Over the last four years the contest has netted an average of \$700.

Silas savors Sonics' comeback over Bullets

LANDOVER, Md. (AP)—"Now they know that we're for real," declared Seattle forward Paul Silas.

Silas, a 14-year veteran of the pro basketball wars, was savoring the SuperSonics' stunning comeback from a 19-point third-quarter deficit to a 106-102 victory over the Washington Bullets in Sunday's opening game of the National Basketball Association playoff finals.

With the next two games of the best-of-seven championship series to be played at the Capital Centre here Thursday night and Sunday afternoon, Silas feels it was vital for the Sonics to win the series opener in Seattle.

"**IF WE** had lost that game, forget it. We would have been out of the series as far as I'm concerned," said the 34-year-old Silas, who was a member of Boston's championship teams in 1974 and 1976.

The Sonics climbed back into it by erasing an 84-65 deficit in the final 14½ minutes behind brilliant outside shooting by explosive Fred Brown, clutch scoring from John Johnson and Dennis Johnson and rugged rebounding by Marvin Webster and Silas.

"They dominated us for two and a half quarters but we came back," said Silas. "They know we're not going to give up. We showed them we're for real."

WASHINGTON Coach Dick Motta saw it the same way.

"We felt too confident," he said. "It came too easy in the first three quarters. We were a little too much in control."

One reason they lost control was Brown, who came off the bench to score 16 of his 30 points in the hectic final 9½ minutes, bringing the noisy, capacity crowd of 14,098 at the Seattle Center Coliseum to its feet with each long bomb.

Another reason Washington lost control, perhaps a more surprising one, was that it was out-rebounded by a whopping 57-36 margin, including 16-8 in the final period.

This was quite a shock for the Bullets, who grabbed 211 more rebounds than their opponents during the regular season and are accustomed to having their way under the boards. But Washington's three big men, Wes Unseld, Elvin Hayes and Mitch Kupchak, were out-rebounded 35-21 by Seattle's trio of Webster, Jack Sikma and Silas.

Fun for some laxers

By Tom Baumann
Staff Reporter

It was a "fun" weekend for most of the Falcon lacrosse players this last weekend, but for some there was serious work.

The Falcons hosted the alumni Saturday, winning the sixth straight game in the series. Although no scores were kept, the "current" Falcons clearly dominated.

"It was a fun time for everybody," said Coach Jim Plaunt. "It's nice to get everybody back together again."

But, while that game was wrapping up, another was ready to start in Detroit.

THE MIDWEST Lacrosse Association (MLA) senior all-stars squared off against the Midwest Club all-stars for the last game for many of the players. The result wasn't that good for the league, as the club all-stars won, 8-6.

"The club teams have a lot more to choose from," Plaunt said. "Clubs from

three states sent their players to that game, and with the bigger a-ea, you're going to get more players."

The Falcon players participating included defensemen Al Martin and John Grim, midfielders Dick Irwin and Lee Murphy, and attack Jim Macko.

"John Grim played exceptionally well in that game," Plaunt said. "He is definitely All-American material."

Grim will have to wait until next week to find out if he's All-American material—that's when the selections will be announced.

SAVES—All-Midwest selections have been delayed from the league office in Columbus. They are expected by the end of this week...Mike Squires set a new school record for most goals in a season...Teammate Tom McNicholas set a new school record for most points in a season...The NCAA lacrosse championships will be held this weekend, at Rutgers University.

Yanks blast Tribe, 10-1

NEW YORK (AP)—Unbeaten Ron Guldry fired a five-hitter and Graig Nettles and Chris Chambliss homered, leading the New York Yankees to a 10-1 romp over the Cleveland Indians Tuesday night.

Guldry, 6-0, stymied the Indians on a pair of singles by Buddy Bell until the sixth, when he issued a leadoff walk to Duane Kuiper and Tom Verzyer grounded a double inside third base. The skinny left-hander needed only 12 pitches to fan Paul Dade, Rick Manning and Mike Vail. He finished with a career high of 11 strikeouts.

The Indians finally scored in the seventh when Guldry committed a balk with runners on second and third.

The Yankees nicked Don Hood, 3-2, for a run in the third inning on singles by Bucky Dent and Thurman Munson around a walk to Willie Randolph. Nettles hit his seventh homer of the season in the fourth inning and Chambliss slammed his third of the year in the sixth, both solo shots.

The Yankees broke the game open with seven runs in the seventh, two on a single by Chambliss and two more on a double by Nettles.

Standings

AMERICAN LEAGUE					NATIONAL LEAGUE				
EAST					EAST				
	W	L	Pct.	GB		W	L	Pct.	GB
Detroit	23	12	.657	½	Philadelphia	19	16	.543	—
Boston	26	14	.650	—	Chicago	19	17	.528	½
New York	23	14	.622	1½	Montreal	19	19	.500	1½
Milwaukee	18	19	.486	6½	Pittsburgh	17	20	.459	3
Cleveland	18	19	.486	6½	New York	18	22	.450	3½
Baltimore	16	21	.432	8½	St. Louis	14	25	.359	7
Toronto	14	24	.368	11					
WEST					WEST				
Oakland	24	15	.615	—	San Francisco	23	14	.622	—
California	21	16	.568	2	Los Angeles	24	15	.615	—
Kansas City	19	18	.514	4	Cincinnati	25	16	.610	—
Texas	19	18	.514	4	Houston	18	18	.500	4½
Minnesota	16	24	.400	8½	San Diego	17	22	.436	7
Seattle	15	27	.357	10½	Atlanta	14	23	.378	9
Chicago	12	23	.343	10					

(Tuesday's Games not included)

LAST NIGHT'S GAMES
New York 10, Cleveland 1
Baltimore 2, Detroit 0
Toronto 2, Boston 1, 12 innings
Minnesota 5, Texas 2
Seattle 4, Kansas City 3, 1st game
Milwaukee at Oakland, late
Chicago at California, late

(Tuesday's Games not included)

LAST NIGHT'S GAMES
Montreal 4, St. Louis 1
Philadelphia at Chicago, postponed, rain
Atlanta at Cincinnati, delayed, rain
New York at Pittsburgh, delayed, rain
Houston at San Francisco, late
Los Angeles at San Diego, late